

DEC 14 2009

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICEAttorney Docket No.: **Google-48 (GP-083-00-US)**Appl. No.: **10/721,010**Confirmation No.: **5650**Applicants: **Ross KONINGSTEIN, et al.**Filed: **November 24, 2003**Title: **USING CONCEPTS FOR AD TARGETING**TC/A.U.: **3622**Examiner: **William A. Brandenburg**

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Sir:

In response to the Office Action mailed on August 14, 2009 (Paper No. 200907), which set a period for response to expire on November 14, 2009, that period being extended one (1) month to expire on December 14, 2009, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 17 of this paper.